

ANALYSIS OF STUDENT SATISFACTION WITH ACADEMIC AND ADMINISTRATIVE SERVICES (CASE STUDY AT IKIP WIDYADARMA SURABAYA)

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ABSTRACT

Purpose: This study aims to determine student satisfaction with academic services (X1), and administrative services (X1) IKIP Widya Darma Surabaya. Simultaneously or partially, and determine the most dominant variable affecting student satisfaction.

Design/methodology/approach: This type of research is quantitative with a sample of 100 students. Respondents in this study were students who took education in Surabaya, amounting to 100 respondents.

Findings: Based on the results of the research can be obtained from an overview of the identity of the response based on age and gender. Reliability with the results of three variables is reliable. Academic services and administrative services have a positive and significant effect on student satisfaction. This is shown from the t test of partial hypothesis testing between X1 variables (academic services) showing t count (5.669) > t table (1.984). This means that the test variable X1 (academic service) affects Y (student satisfaction). Administrative services have a positive and significant effect on student satisfaction. This is shown by the partial hypothesis testing t test between X2 variables (administrative services) showing t count (5.669) > t table (1.984). This means that the test variable X2 (administrative services) affects Y (student satisfaction). Academic services and administrative services simultaneously or together have an effect on student satisfaction. This is shown by the F test with the calculated F value (33,629) > f table (3.09)

Research limitations/implications: The respondent of this study are 95 Tokopedia user.

Practical implications: Result of this study can be used as references to increase student satisfaction.

Paper type: Research study.

Keywords: Academic Administrative, Student

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I. INTRODUCTION

The rapid growth of higher education, coupled with the emergence of competition among faculties to meet their respective quotas, has resulted in an unequal distribution of students. This condition requires commitment from universities and faculties in particular to satisfy their customers by making continuous quality improvements.

The demands of higher education institutions and each faculty in particular today are not only limited to the ability to produce good graduates measured by academic achievement alone, but the entire educational program of higher education institutions must be able to prove high quality as seen in accountability, proof of achievement, assessment, quality certification and alumni success in getting jobs in accordance with their field of knowledge as well as positive recognition from users of graduates of these educational institutions.

In connection with the satisfaction of academic services, IKIP WidyaDarma Surabaya is deemed necessary to evaluate all educational management activities, both in the fields of finance, social, external and internal

environments. One of the internal environments is that students as service user agents need special attention, because these students will have an impact on the external environment, namely the general public who will assess the performance of the IKIP WidyaDarma Surabaya education.

This needs attention, answers and more serious improvements, so that the implementation of IKIP WidyaDarma Surabaya academic activities can run better. Students as the most important element in educational institutions need to be heard whether the services that have been provided so far have met their expectations. Evaluation of service quality needs to be done to find out what is actually expected, what students perceive about the quality of service they receive.

Formulation of the problem:

1. How is student satisfaction with Academic services in terms of manifestation aspects (Tangibles)?
2. How is student satisfaction with Academic services in terms of the aspect of responsiveness (Responsiveness)?
3. How is student satisfaction with Academic services in terms of the aspect of trust (Reliability)?
4. How is student satisfaction with Academic services in terms of the aspect of empathy (Empathy)?
5. How is student satisfaction with Academic services in terms of the aspect of belief (Assurance) ?

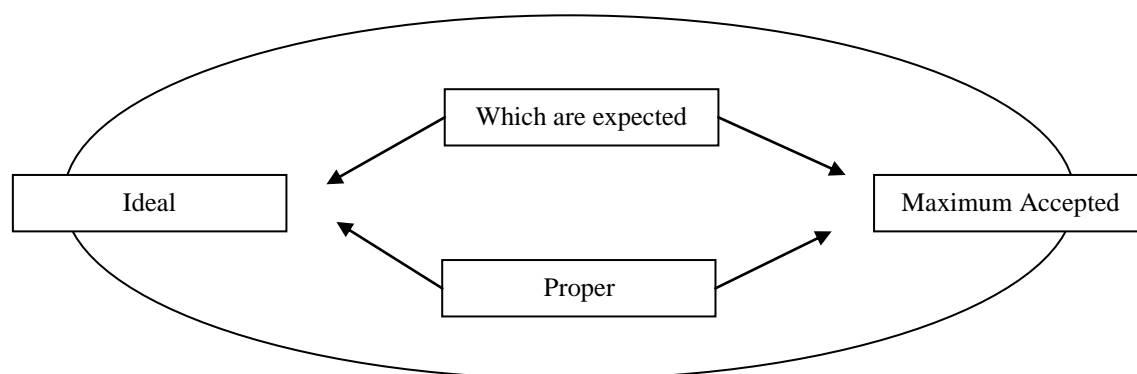


Figure 1. The Influence of Expectations on Student Satisfaction

The objectives to be achieved from the end of this research are:

1. To find out the significant effect of academic services on student satisfaction at IKIP Widya Darma Surabaya?
2. To find out the significant effect of administrative services on student satisfaction at IKIP Widya Darma Surabaya?
3. To find out the significant effect of administrative services and academic services on student satisfaction at IKIP Widya Darma Surabaya?

II. LITERATURE REVIEW

Students in Indonesian Government Regulation No. 30 of 1990 are students who are registered and studying at certain PT. Chaerul and Kartono (Bhakti and Rahmawati, 2017) state that students are members of society who have certain characteristics, including:

1. Have the ability and opportunity to study in tertiary institutions so that they can be classified as intelligentsia.
2. Students are expected to later be able to act as community leaders or even in the world of work.
3. Students are expected to be a dynamic driving force for the modernization process.
4. Students are expected to enter the world of work as qualified and professional workers.

A. Understanding Student Satisfaction

The word satisfaction (satisfaction) comes from the Latin "satis" (meaning good enough, adequate) and "facio" (doing or making). Satisfaction can be defined as "an effort to fulfill something" or "to make something adequate" (Chandra, Tjiptono and Chandra, 2014). The origin of satisfaction is said to be satisfied which means feeling happy, relieved, full, and so on because you have felt enough or your heart's desire has been fulfilled (Retnoningsih and Suharso, 2006). (Helaluddin, 2017) are defined as people who study at higher education.

According to Salinda Weerasinghe, Lalitha and Fernando, (2017). Student satisfaction is a state of fulfilling the desires, hopes and needs of students (Iswani and Yanti, 2011).

Student satisfaction is a positive attitude of students towards higher education institution services because there is a match between the expectations of the service and the reality it receives (Sallehuddin and S.I, 2011).

According to Salinda Weerasinghe, Lalitha and Fernando, (2017). Student satisfaction is a state of fulfilling student's wants, hopes and needs (Gusti *et al.*, 2008). Meanwhile (Sarjono, Yani and Kartasura, 2007) student satisfaction is a comparison between the expectations students want about employee service, lecturer competence supported by infrastructure and leadership with what students feel after getting service.

Satisfaction is the level of a person's feelings after comparing the performance / results he feels with his expectations (Kirana and Ratnasari, 2017).

Satisfaction is an evaluative term that describes likes and dislikes (Munir and Rahman, 2016). Customer satisfaction is the feeling of pleasure or disappointment of someone who comes from a comparison between his impression of the performance (or results) of a product and his expectations (Winarsih, Bachri and Yulianto, 2019).

Referring to the above definitions, student satisfaction means the feeling of pleasure, satisfaction and relief of learners in higher education regarding what they need during their studies. Students are said to be customers because they pay for educational services to study. This is of course accompanied by the expectations desired in the educational process. Such as services, facilities, quality of lecturers, and leadership.

By referring to these expectations, of course every student has different perceptions from one another. There are those who have the perception that the institutions cannot meet them with high standards, some are moderate and some are low. The effect of expectations on student satisfaction is described by Middie (Nasution, 2011) as follows:

From the picture above, it can be said that between the expected and the ideal should not be too far from what is accepted. The closer one is received to what is appropriate or ideal, the more student satisfaction will be met.

Levin, Brook and Howard in High Expectation said that colleges that build high expectations for all students and provide encouragement to achieve these expectations will have a high level of academic success. The expectations of students as the main customers are those with respect to hardware (non-human elements), software (human elements), hardware quality and software quality and added value from the learning process (Global Reporting Initiative, 2013).

According to ("ANALYSIS OF FACTORS AFFECTING STUDENT SATISFACTION," 2013) there are five indicators of student satisfaction in relation to the quality of education, namely:

1. Reliability, related to leadership policies, lecturer competence and employee services in providing quality services as promised, consistent, in accordance with the needs and expectations of students.
2. Responsiveness, the availability of school personnel to listen to and resolve student / student complaints related to lecture problems concerning school problems.
3. Certainty, which is a condition in which an institution / school provides assurance of service certainty to students which cannot be separated from the ability of institution / school personnel, especially leaders, lecturers and employees to generate confidence and trust in the school's promises to students, in addition to service- other services.
4. Empathy, is a mental state that makes a person feel himself in someone else's state. Thus the form of institution / school empathy towards needs student is an understanding of institutional personnel / student
5. To be tangible, in the world of education related to the physical aspects of the school which are needed to support the teaching and learning process, including; buildings, environmental cleanliness, parks, laboratories, libraries and others.

If the performance is below expectations, the customer will be disappointed. When performance is as expected, customers will be satisfied. Meanwhile, if the performance exceeds customer expectations will be very satisfied. Customers' expectations will be influenced by past experiences, comments from relatives and competitors' promises and information.

B. Definition of Service

Public / public services are one of the main functions of the government. The government is an institution that is obliged to provide or fulfil the needs of the community. Service is a translation of the term service in English, which according to Kotler, (2017), which means "any action or action that can be offered by one party to another, which is basically intangible (intangible) and does not result in ownership of something. ".

Then Munir and Rahman, (2016) suggest that service has the meaning of "helping to prepare (or take care of) what someone needs" .. As a product, service has a unique characteristic, which makes it different from other products. According to (Jefri, 2018) service has five basic characteristics as follows:

1. Intangible
2. Can not be separated (inseparability)
3. Change / vary (variability)
4. Not durable (perishability)
5. There is no ownership.

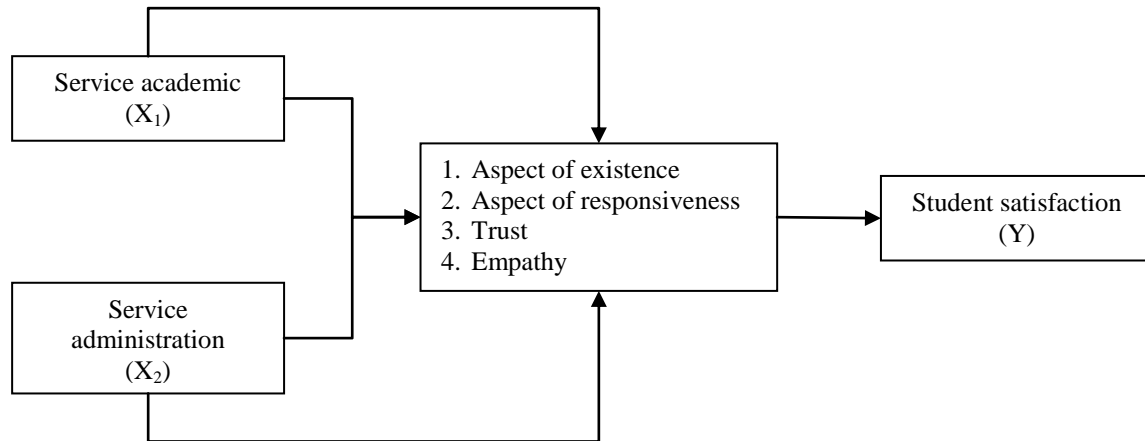


Figure 2. Constellation Problem Model

Information:

X_1 = Service academic

X_2 = Service administration

Y = Student Satisfaction

→ = Shows Simultaneous Influencing Relationships

II. METHODOLOGY

This type of research is quantitative research. Quantitative research is a type of research whose specifications are systematic, well-planned, and clearly structured from the start to the making of the research design. Another definition states that quantitative research is research that requires the use of numbers, from data collection, interpretation of the data, and the appearance of the results. Likewise on the research conclusion stage will be better when accompanied by pictures, tables, charts, or other displays (Sugiyono, 2016). The research approach is by using a phenomenological approach. The phenomenological approach is a form of approach to the symptoms that occur and with existing conditions (Sadik, Syahril and Faisol, 2019).

The phenomenological approach is used, because information processing and data management are carried out in a qualitative and quantitative analysis. Aimed at answering questions related to the current status of the subject under study, carried out through survey methods for data collection and analysis as well as in the form of questions and answers through filling out questionnaires and data reduction. Data reduction is: "a research process that focuses on simplifying, abstracting and crude data information that emerges from written notes in the field" (Sinaga, Chan and Sofwan, 2020).

Academic Services (X_2) in SIMULTANEOUS towards Student Satisfaction (Y) 95% Confidence Level; $\alpha = 0.05$
 H_2 = There is an influence of Academic Services (X_2) on Satisfaction Students (Y)
 H_3 = There is an influence of Administrative Services (X_1) and Services
 H_1 = There is an influence of Administrative Services (X_1) on Satisfaction

T Test 1. If the Significance Value < 0.05 , or T Count $> T$ Table, then There is an Influence of Variable X on Variable Y . 2. If the Significance Value > 0.05 , or T Count $< T$ Table, then There Is No Effect of Variable X to Variable Y . 3. Formula = $T \text{ Table} = T (\alpha / 2; nk - 1) = T (0.05 / 2; 100 - 2 - 1) = T (0.025; 97) = 1.98472$

F Test 1. If the Significance Value < 0.05 , or F Count $> F$ Table, then there is a Simultaneous Effect of Variable X on Variable Y . 2. If the Significance Value > 0.05 , or F Count $< F$ Table, then There Is No Effect of Variable X Simultaneously to Variable Y . 3. Formula = $F \text{ Table} = F (k; nk) = F (2; 100 - 2) = F (2; 98) = 3.09$.

III. RESULTS AND DISCUSSION

In order to avoid mistakes in interpreting the use of the concept in this thought, it is necessary to measure it. Thus it is hoped that there will be a similarity in interpretation of the concept of variables and indicators used in this study.

The population of this study were all students of the IKIP WIDYA DARMA undergraduate education program spread throughout the Faculty of Mathematics and Natural Sciences Education, Faculty of Language and Arts Education, Faculty of Social Science Education, totaling 100 people.

The sample is a subset of the population, consisting of several members of the population (Riduwan and Kuncoro (2011: 38). The sample is a population, consisting of several members of the population. In this study, a sampling technique was used because the sample studied was part of the entire population.

The type of research used is descriptive research with a quantitative approach. The population is the subject of research or generalization area consisting of subjects who have quantity and characteristics. is the measurement of objective quantitative and statistical data through scientific calculations derived from a sample of people or residents who are asked to answer a number of questions about a survey to determine the frequency and percentage of their responses. The process of measurement is a central part of quantitative research because it provides a fundamental relationship between empirical observation and the mathematical expression of quantitative relationships. To obtain primary data is carried out through questionnaire techniques, namely distributing questionnaires through online by asking several questions to respondents who are arranged in a list of questions (questionnaire).

According to (Yin, 2009), the principle of quantitative descriptive study is to link various evidence, whether it is the result of interviews, observations, and document searches.

Analysis of the research data using multiple regression models to test the hypothesis. The hypothesis raised in the study describes the effect of the independent variables on the dependent simultaneously (F test), partially (t test) as well as the classical assumption test.

Table 1. Hypothesis test result with t test

Model	Unstandardized coefficient		t	Sig
	B	Std error		
(Constant)	7,239	3,285	2,204	0,030
Service academic (X ₁)	0,517	0,146	3,538	0,000
Service administration (X ₂)	0,351	0,141	2,486	0,000

a. Dependent variable: Satisfaction (Y)

A. Testing the First Hypothesis (H1)

It is known that the significance value for the effect of X1 on Y is equal to 0.001 <0.05 and the value of T Count 3.538 > T Table 1.98472, so it can be concluded that H1 There is an effect of X1 on Y.

B. Second Hypothesis Testing (H2)

It is known that the significance value for the effect of X2 on Y is equal to 0.015 <0.05 and the value of T Count 2.486 > T Table 1.98472, so it can be concluded that H1 has an influence on X2 on Y

Table 2. Simultaneously testing

Model	Sum of Squares	df	Mean Square	F	Sig
Regression	2265,361	2	1132,680	47,383	0,000
Residual	2318,749	97	23,905		
Total	4584,110	99			

- Predictors : (Constant), Academic (X2), Administrative (X1)
- Dependent Variable : Satisfaction (Y)
- Testing the Third Hypothesis (H3)

Based on the output above, it is known that the Significance Value for the influence of X1 and X2 SIMULTANTS to Y is equal to 0.000 <0.005 and Value F Count 47.383F Table 3.09, so it can be concluded that H3 is accepted which means THERE IS SIMULTANEOUS INFLUENCE X1 and X2 against Y.

C. Determination Coefficient

It shows how much influence is given by the percentage of variable X SIMULTANTS to Variable Y.

Table 3. Model Summary

Mode	R	R Square	Adjusted R Square	Std Error of the Estimate
1	0,703 ^a	0,494	0,484	4,88924

- a. Predictors: (Constant), Akademik (X2), Administrasi (X1)

Based on the output above, it is known that the R Square value is 0.494; this matter implies that the effect of variable X1 and variable X2 automatically SIMULTAN to Variable Y of 49.4%.

IV. CONCLUSION

Based on the research results, it can be concluded that:

1. Academic services and administrative services at IKIP WidyaDarma Surabaya have been done well. The basis for the policy has referred to the Law of the Republic of Indonesia Number 12 of 2012 concerning Higher Education and Permendikbud No 49/2014 concerning National Higher Education Standards. The socialization has been carried out well, the socialization has been carried out directly and through the media and has been carried out since the admission of new students. Regarding the understanding and knowledge of policy implementers, it is good because the implementer has a lot of experience and is supported by good educational competencies.
2. Based on the average percentage of Academic Service Implementation at IKIP WidyaDarma Surabaya amounting to 87.15%. Based on these results, it is known that the implementation of Academic Services at IKIP WidyaDarma Surabaya according to students can be categorized as very good. Then the average percentage of the Implementation of Academic Service Policies at IKIP WidyaDarma Surabaya is 87.53%. Based on these results, it is known that the implementation of Academic Services at IKIP WidyaDarma Surabaya according to students can be categorized as very good.

Based on the existing conclusions, in order to achieve organizational goals effectively and efficiently, the researchers convey some suggestions, namely :

1. Services provided to students should be further improved, so that if students experience problems it can be maximally helped. According to the results of this study, of the three variables that affect student satisfaction, the level of service quality has the lowest average.
2. It is recommended that Academics improve the quality of academic and administrative services through varied teaching, improve administrative service systems, improve the quality of human resources for teaching staff, improve academic suggestions and infrastructure.
3. It is better if BAAK (Student Affairs Academic Administration Bureau) can maintain or further improve services, competence, attitudes, facilities and infrastructure, and be able to deal with student complaints. BAAK employees should be able to pay attention to the delay in work results because it is to improve good work results again. So that students are easy in the management of lectures.

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